

LEO BURNETT COMPANY, Inc.

Ad No. 2445—Kneeling Cowboy—Req. No. 79624—Back Cover—2, C—8½ x 3½ in.—Horse Racing Programs, 1971 (A)

Printed in U.S.A.



# Come to Marlboro Country.



Kings: 20 mg. "tar," 1.2 mg. nicotine — Kings (Box): 19 mg. "tar," 1.2 mg. nicotine av. per cigarette, FTC Report Nov. '70

Source: <https://www.industrydocuments.ucsf.edu/docs/tpkn0003>